# Given provided data, what are 3 conclusions we can draw about Kickstarter Campaigns?

* The chances of success of a project is based on the amount required for its “goal”. The “goal” is the amount of funds the project requires to become viable. Then, the minor the “goal”, higher are their chances of success. For example: Projects with a demand of less than $1,000, the chances of success are around 71%. And in the middle of the range of their “goal” (between $25,000 and 30,000) the chances are reduced to 40%. And finally, when its “goal” is more than $50,000 the chance of success drops to 19%.

It seems that the persons who are funding these projects are not interested on the relevance of the projects. Because the ones with small amounts demanded (goal) are having the highest rates of success.

* The Parent Category – Music – achieved the highest margin of success (77%) over the projects submitted and it is the second place over the amounts of Projects submitted with 700 projects.

And, the “Theater” Parent Category submitted for approval, much more projects than any other Parent Category, being responsible for 34% of the projects submitted, and achieving the second best rate of success with 60%.

* The chances of success of a Project are not really corelated on the factor month of the Year. The percentage rates of success through each month of the year ranges between 44% and 61% in December and May consecutively. The years that projects were more succeed in average with the amounts of projects applied were 2010/2011/2012/2013 with more than 70% of successful rates. 2015 was the year with more projects applied with 1226 counts, but only 46% were successful.
* The country with more projects applied was the U.S. with 3038 projects in a rate of 54.34% of success. The rest of the world all combined were responsible for 1076 projects with a rate of success of 49.63%.

# What are some limitations of this dataset?

* What I checked is that we can’t tell if the persons who funded some of the projects read about what they are. Because you have high rates of approval based on the amount needed to be successful(goal) and not on the subject of that project.
* Another lack of data is a column that should exist showing an average age of the backers, to check a preference trend based on the subjects of the projects and which ages are more tendentious to finance a project.
* If we could track on each country, if that citizen who funded the project, would have some kind of benefit of taxes reduction being a funder of a project.

# What are some others possible tables and/or graphs that we could create?

* A table showing the relation between the rates of success/failed/canceled X goal X Time of the campaigns: to check if the time that the campaign has to achieve or not its goal($) is related with period of time that the campaign is active.
* Number of backers X Category and Sub-Category: to check the trend of the general backer interest by each category and Sub-category.
* Average Donation X Category and Sub-Category: to check if we can track a trend based on which social class (A/B/C/D/E) interests are more focused depending on amount each funded donated.